



# Seattle City Council

February 7, 2011

Bill Schrier, Director  
Department of Information Technology  
PO Box 94709  
Seattle, WA 98124-4709

**Re: City Council Expectations for Bill Schrier, Chief Technology Officer and Director of the Department of Information Technology**

Dear Mr. Schrier:

Mayor McGinn has reappointed you as Chief Technology Officer (CTO) and Director of the Department of Information Technology (DoIT). To be successful, a director needs to work constructively with both the Executive branch and the City Council. A positive working relationship requires a director to be responsive to Council needs and priorities.

To that end, as part of the Council's reconfirmation review process, we want to communicate to you our expectations for your job performance if you are reconfirmed. The Council expectations (listed below) are intended to enhance your accountability to the Council. The expectations also provide a basis for Council evaluation of your performance if and when the Mayor reappoints you for another term in the future. Council expectations are intended to add to the Mayor's expectations and your responsibilities established in Seattle Municipal Code.

A copy of this letter has been placed in Clerk File 311028, which contains Mayor McGinn's request for your reconfirmation as CTO and director of DoIT.

**I. City Council General Expectations for Bill Schrier as CTO and Director of DoIT**

**A. Relationship with Council.** Mr. Schrier is expected to maintain a constructive working relationship with the Council, as demonstrated by:

1. Prompt and complete responses to Council information inquiries.
2. Pro-active updates on policy development, operational concerns and financial matters of significance, so that the Council is informed of significant changes or controversies before the information reaches the media and/or before the Executive submits a request for Council action.
3. Dependable implementation of formal policy direction provided by the Council.
4. Assistance in the research and development of Council policy initiatives.

**B. Management Skills.** Mr. Schrier is expected to demonstrate strong management skills, with particular focus on the following Council priorities:

**1. Public communication**

- a. Conduct inclusive outreach to relevant stakeholders.
- b. Implement a strong ethic of customer service.
- c. Make information available so that the public can track the department's performance in delivering services.

**2. Organizational management**

- a. Coordinate productively with other City departments.
- b. Maintain strong working relationships with other governmental entities.
- c. Operate within budget constraints and pro-actively manage expenditures.
- d. Provide a fair and equitable approach to the award of City contracts.

**3. Personnel management**

- a. Develop and maintain strong morale among employees.
- b. Provide an inclusive work environment that offers equitable opportunities for all.
- c. Address issues of succession planning and the professional development of existing staff.

**4. Service delivery, including both routine operations and emergent situations**

- a. Ensure that on-going, day-to-day services are provided effectively and efficiently, and that the department tracks its performance in delivering such services.
- b. Make certain the department is able to deal with localized emergencies or service disruptions and has thoroughly planned how to manage its operations in case of a City-wide emergency.

**II. Specific Expectations for Bill Schrier as CTO and Director of DoIT for 2011 – 2015**

During the term from 2011 to 2015, Mr. Schrier is expected to implement (and provide regular progress reports on) the following Council expectations:

- A. Technology Infrastructure.** Maintain and enhance the City's communications and computing assets, including telephone, radio, and e-mail systems, and networks and servers. Reliably meet expectations for performance of these systems. Plan and successfully implement the migration to an upgraded operating system for desktop and laptop PCs.
- B. Technology Planning, Policies, and Standards.** Continue to lead City-wide efforts to implement consistent technology policies and standards, including those related to technology security. Provide City-wide oversight and monitoring of technology decision-making and purchasing. Lead strategic planning efforts for the City's information technology improvements.
- C. Cable Television.** Administer the City's cable television franchises, with a focus on improving customer service. Implement a new model for providing public access television in Seattle.

- D. Seattle Channel.** Continue to improve the performance of the Seattle Channel as one of the premier government-access television channels in the country.
- E. Public Engagement.** Continue efforts to conduct outreach, improve the public's access to information, and increase effective interaction and engagement between the public and City officials. This includes implementing my.seattle.gov, single-sign-on, and Seattle Speaks, and updating the City's constituent relationship management systems.
- F. Race and Social Justice.** Advance the City's Race and Social Justice Initiative. Focus on policies and practices to ensure that all residents have access to technology. Use the Technology Matching Fund grant program to increase digital equity and technology literacy while leveraging significant community contributions.
- G. Broadband Initiative.** Continue to work with other City departments to explore ways to provide affordable, high-speed, Internet access to all residents, businesses, and institutions in Seattle.

The City Council looks forward to working cooperatively with you to ensure that DoIT continues to manage the City's technology resources and provide reliable and cost-effective technology services.

Sincerely,

Richard Conlin, President  
Seattle City Council

Bruce Harrell, Chair  
Energy, Technology and Civil Rights Committee

cc: Michael McGinn, Mayor, City of Seattle  
Seattle City Council Members